

Message Text

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PAGE 01 DHAHRA 00701 181156Z
ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-07 /030 W
-----181202Z 130634 /40

R 181000Z JUN 77
FM AMCONSUL DHAHRAN
TO USDOC WASHDC
INFO SECSTATE WASHDC 5498
AMEMBASSY ATHENS
AMEMBASSY DAMASCUS
AMEMBASSY JIDDA
USINT BAGHDAD
USLO RIYADH

UNCLAS DHAHRAN 0701

E.O. 11652: N/A
TAGS: BEXP, SA
SUBJECT: VISIT OF PENNSYLVANIA TRADE MISSION

REF: JIDDA 4182

1. PENNSYLVANIA'S SEVEN-COMPANY TRADE MISSION CONCLUDED A THREE-WORKDAY VISIT TO DHAHRAN ON JUNE 13. FOR THREE COMPANIES, MARKET REACTION EXCEEDED EXPECTATIONS -- IN TWO CASES, TO THE POINT OF THE TRADE MISSION MEMBERS BEING HOTLY PURSUED AFTER USUAL BUSINESS HOURS. TWO OTHER COMPANIES FULLY ACHIEVED THEIR BASIC OBJECTIVES WHEN THEY SIGNED UP AGENTS (ONE AFTER A FOUR-YEAR HUNT) AAND HELD WORTHWHILE DISCUSSIONS WITH ARAMCO. THEIR PRIMARY SALES TARGET IN SAUDI ARABIA'S EASTERN PROVINCE, THAT SEEM CERTAIN TO LEAD TO SALES FURTHER DOWN THE LINE. TWO COMPANIES FOUND FEW WORTHWHILE PROSPECTS FOR DIRECT SALES, ALTHOUGH JOINT VENTURES COULD BE THE WAY FOR THESE COMPANIES TO ENTER THE MARKET. ONE OF THESE TWO COMPANIES RECOGNIZED THAT THERE ARE NO COMPANIES HERE THAT ARE LARGE ENOUGH TO JUSTIFY THE CAPITAL EXPENDITURE FOR ITS PRODUCT. THE OTHER COMPANY, ACCORDING TO MARKET OPINION AS CANNOT LAND ITS PRODUCTS IN DAMMAM AT PRICES

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EQUAL TO OR BELPT THOSE OF COM
ETITORS SHIPPING FROM THE FAR EAST.

2. PROGRAM OF TRADE MISSION, WHICH SPENT FIVE FULL DAYS IN EASTERN PROVINCE, WAS AS FULL AND AS VARIED AS ANY POST HAS EVER GIVEN A VISITING TRADE MISSION. TO GAIN BROADER PERSPECTIVE OF MARKET, MISSION MEMBERS WERE GIVEN BRIEFINGS ON VARIETY OF SUBJECTS OF

COMMERCIAL INTEREST AND TOURS OF NEARBY MAJOR PROJECT SITES. HIGHLIGHT, FOR MANY, WAS TRIP TO JUBAIL -- THE NEW MULTI-BILLION DOLLAR COMPLEX JUST NOW IN FIRST STAGE OF BUILDING.

3. POST FOUND GREATER SPECTRUM OF COMPANIES TAKING AN INTEREST IN THIS TRADE MISSION THAN ANY OTHER VISITING DHAHRA THIS YEAR. BUSINESS INTEREST IN CADE MISSION WAS MODO

T IN BEGINNING BUT SPROUTED IN THE FINAL DAYS BEFORE ARRIVAL OF TRADE MISSION AND CONTINUED TO GROW DURING ITS STAY. KEY ELEMENT IN WARMING MARKET TO PENNA TRADE MISSION WAS CONSUL GENERAL'S RECEPTION WHICH DREW GREATEST NUMBER OF GUESTS OF ANY TRADE MISSION THIS YEAR. ONE MISSION MEMBER, WHO WAS MEMBER OF PREVIOUS PENNSYLVANIA TRADE MISSION, COMPLIMENTED HOST ON ARRANGING A FUNCTION THAT SURPASSED THE OUTSTANDING ONE GIVEN IN HONOR OF PENNSYLVANIANS 1617 MONTHS BEFORE. MOST IMPRESSIVE MEASUREMENT OF SUCCESS OF RECEPTION WAS THE NUMBER OF APPOINTMENTS MADE DURING COURSE OF SOCIAL FUNCTION.

4. ONE MISSION MEMBER, PRESIDENT OF DIMENSION FIVE, HAD VERY SUCCESSFUL STAY IN EASTERN PROVINCE AND SHORT DISCUSSION OF HIS SUCCESS MIGHT BE USEFUL TO OTHERS PLANNING TRADE MISSIONS. ALL TOO OFTEN, IN OUR OPINION, TRADE MISSIONS IGNORE THE CONSUMER MARKET HERE FOR EXPENSIVE OR LUXURY ITEMS. DIMENSION FIVE IS MARKETER OF QUALITY AUDIO EQUIPMENT AND ONE WE FOUND DIFFICULT TO PROGRAM WHEN ARRANGING APPOINTMENTS. NEVERTHELESS, DIMENSION FIVE UNCLASSIFIED

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REP, A VERY PERSONABLE AND EFFECTIVE MARKETER OF HIS PRODUCTS, NOTED THAT WHILE HE DID NOT HAVE A FULL SCHEDULE OF APPOINTMENTS, ALL WERE RIGHT FOR HIM AND GAINED HIM ENTRANCE TO THOSE COMPANIES OR ORGANIZATIONS THAT SHOULD OR SHOULD SIGN FOR HIS COMPANY'S SERVICES IN YEARS AHEAD. VISIT TO ARAMCO WILL, ALMOST CERTAINLY, LAND DIMENSION FIVE A SALE OF US \$120,000 IN AUDIO SYSTEMS FOR RECREATION PAVILIONS OIL COMPANY IS PLANNING IN ITS CONSTRUCTION CAMPS. POINT OF FOREGOING IS TO SUGGEST THAT IF COMPANIES WITH UNUSUAL PRODUCTS AND SERVICES, AIMED AT LUXURY MARKET, ARE WILLING TO SETTLE FOR FEW BUT WELL-TARGETED APPOINTMENTS, THE TRADE MISSION APPROACH TO MARKET CAN BE INVALUABLE.

5. ONE OTHER COMMENT -- POST FEELS THAT JUNE IS TOO FAR INTO THE HOT SEASON FOR VISIT OF TRADE MISSIONS. WE FOUND THAT MEMBERS OF TRADE MISSION WILTED FASTER THAN THOSE ON TRADE MISSIONS THAT CAME WHEN TEMPERATURE WAS BELOW 105 DEGREE F. MOREOVER, A NUMBER OF COMPANY HEADS AND OTHERS IN MARKETING DEPARTMENTS OF IMPORT COMPANIES HAD LEFT ON SUMMER VISITS TO EUROPE OR US. CONSEQUENTLY, CONGEN STAFF MEMBERS, WHEN ARRANGING

APPOINTMENTS, FOUND THAT THEY HAD TO PROBE LONGER AND HARDER
TO FIND THE APPROPRIATE DECISION MAKERS FOR TRADE MISSION
MEMBERS TO CALL ON. MARKET WAS ALSO, TO SOME EXTENT, WEARY
OF TRADE MISSIONS BY THIS TIME OF YEAR. IN ADDITION TO
MISSIONS FROM OTHER COUNTRIES, FOUR US TRADE MISSIONS HAD
BEEN PROGRAMMED INTO CONSULAR DISTRICT IN SPACE OF TWO MONTHS.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 18-Jun-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977DHAHRA00701
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770218-0993
Format: TEL
From: DHAHRAN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770643/aaaabldq.tel
Line Count: 123
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 566f827a-c288-dd11-92da-001cc4696bcc
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 JIDDA 4182
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 27-Dec-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2105081
Secure: OPEN
Status: NATIVE
Subject: VISIT OF PENNSYLVANIA TRADE MISSION
TAGS: BEXP, SA
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/566f827a-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009